

A wide-angle photograph of the Grand Canyon at sunset. The sun is low on the horizon to the right, casting a warm orange and yellow glow across the sky and the canyon walls. The layered rock formations of the canyon are visible, with a winding river at the bottom. The overall mood is majestic and inspiring.

ARIZONA
OFFICE OF TOURISM

INSPIRING VISITS

Fiscal Year 2017 Annual Report

LETTER FROM THE DIRECTOR

Record-breaking visitation. A new high for visitor spending. The expansion of consumer advertising in China. Educating 500-plus tour operators and travel agents about Arizona's tourism assets.

These are a few of the successes you can read about in the Arizona Office of Tourism's Fiscal Year 2017 Annual Report. Each year this report documents the agency's efforts to fulfill our core mission: to strengthen and grow Arizona's economy through travel and tourism promotion.

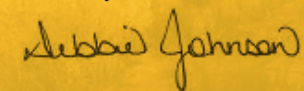
This past fiscal year was especially productive. As a direct result of our marketing efforts, we generated millions of dollars in incremental travel-related spending, which in turn created jobs across the state and reduced the tax burden for every Arizona citizen.

Tourism is one of a select few industries the State of Arizona can count on to consistently deliver economic stability, and it is the only industry in the state that, year in and year out, positively impacts all 15 counties.

I am proud to share the results of the work we conducted on behalf of the State of Arizona and our tourism industry, and I'm excited to build on this work in the year ahead.

Thank you for taking an interest in Arizona's No. 1 export industry, and I hope you will continue to engage with the Office of Tourism moving forward.

Sincerely,



Debbie Johnson, Director
Arizona Office of Tourism

AOT FY17 HIGHLIGHTS

July 2016



Welcomed more than **425 tourism partners** to the 2016 Governor's Conference on Tourism.



Launched a new version of AOT's consumer website, **VisitArizona.com**. Generated more than **1.6 million** website sessions.

August 2016



Participated in the Arizona National Parks Centennial Celebration / L.A. Sales and Media Event along with nine tourism partners. **More than 80 L.A. media** representatives attended.



Collaborated with 13 tourism partners in the Vancouver Media Marketplace. **30 Canadian** travel journalists attended.

Held five regional research webinars offering tourism partners economic impact, visitation and visitor profile data.

October 2016



Led five Canadian Social Media Influencers on Route 66 media tour.



Hosted the 18th Annual Arizona Showcase trade show event. More than **800 consumers** and 36 media and travel trade professionals attended.



Engaged with and trained more than **125 Chinese trade and media** representatives on China mission.

AOT FY17 HIGHLIGHTS

November 2016



Attended World Travel Market, one of the largest tradeshows in the world. More than **50,000 travel professionals** attended. AOT held appointments with 34 tour operators and 15 media outlets.



Held the Arizona Media Marketplace with **43 tourism partners**. Event coincided with Travel Classics West. More than **60 domestic travel journalists** attended the events.



Wrapped up the campaign celebrating the National Parks Centennial in Arizona. Generated more than 14 million media impressions.

Provided an **International Travel Data webinar** to offer in-depth research analysis of Arizona's international visitation.



Hosted a National Tour Association product development tour for eight domestic travel agents.

December 2016



Debuted Arizona Expedition Season 2, AOT's national campaign initiative that featured four social media brand ambassadors



Guided four travel writers and two social media influencers from China on the Arizona Road Tripping Media Tour.



Launched Random Acts of Sunshine campaign in Chicago and San Francisco by offering hot chocolate and Arizona-branded material to the public.



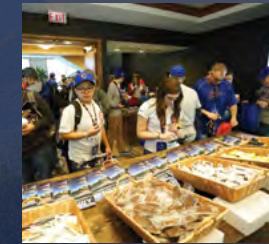
Released 2017 Arizona's Official State Visitor's Guide and Map to help visitors plan the **"Perfect Day in Arizona."**

January 2017



Hosted seven travel journalists and one photojournalist from Mexico on a media tour of Arizona. Coverage generated **\$235,000** in advertising equivalency and reached more than **900,000 readers**.

Participated in **National Plan for Vacation Day**, a national movement initiated by U.S. Travel Association's Project Time Off to encourage Americans to use their vacation days.



Brought the Arizona experience to the Chicago Cubs Convention in Chicago where approximately **15,000 Cubs fans** were in attendance. Fans enjoyed two virtual-reality videos – skydiving near the Grand Canyon and mountain biking in the red rocks of Sedona.

February 2017



Unveiled the FY17 Target Cities Campaign in Chicago, San Francisco and Seattle. Campaign messages were specifically tailored to reach potential travelers in each market. As a result, we grew market share in all target cities.

Chicago has grown 27% since 2013.

Seattle has grown 26% since 2013.

After the first year in market, San Francisco has grown 22%.



Attended the Chicago and L.A. Travel and Adventure Shows with tourism partners. Arizona's booth won **"Best in Show"** at both consumer show locations.

Generated positive Arizona coverage in major **German and Chinese media outlets**:

A feature story appeared in *Frankfurter Allgemeine Sonntagszeitung*, the second-largest newspaper in Germany and Arizona travel stories were published on two of China's largest digital platforms, WeChat (**700 million active users**) and Weibo (**100 million active users**).

AOT FY17 HIGHLIGHTS

March 2017



Published, in collaboration with *Lonely Planet Traveler*, the "Great Escape Arizona" article, a 15-page feature about traveling throughout Arizona. The article generated **\$163,243** in advertising equivalency and reached more than **44,400 readers**.

Participated in U.S. Travel Association's annual **Destination Capitol Hill**. Met with Arizona's members of Congress, where we discussed the impact of travel in the U.S. and specifically Arizona.



Attended International Tourism Exchange, ITB Berlin, the world's largest travel industry trade show with more than **10,000 exhibitors** from more than **180 countries**. AOT and five tourism partners met with 45 trade representatives and 30 industry-related journalists.



Led a delegation of tourism partners to Mexico City and Guadalajara. The mission targeted tour operators, travel agents and media outlets. In total, the delegation met with 79 trade representatives and 40 media representatives.

April 2017



Co-hosted the NCAA Men's Final Four, which saw **9.6 million** live streams, the most in Final Four history. The event was broadcast in **176 countries**. More than 2,000 Final Four media credentials were issued. Sixty million impressions were generated. Both national semifinals and the championship game received the second-highest attendance total in Final Four history.

Conducted a travel trade mission to Canada with six tourism partners to build relationships with the Canadian travel trade industry. Reached approximately **425 agents**.



Executed bus wrap activations as part of our FY17 Target Cities Campaign. Garnered an estimated **34.6 million** impressions in Chicago. Received an estimated **16.5 million** impressions in Seattle. And, generated **26.2 million** impressions in San Francisco.



Partnered with Tesla Mexico to promote electric-vehicle usage in Arizona. Three journalists from Mexico's *Life and Style Magazine* drove a Tesla Model X to various Arizona destinations.

May 2017



Celebrated National Travel and Tourism Week in Arizona to promote the benefits of the industry to federal, state and local economies. Generated 11 articles in local and statewide media.



Produced five video segments with Channel 12 featuring urban and rural Arizona activities for summer trips.



Attended the Active American China Trade show and conducted one-on-one appointments with 30 Chinese tour operators who specialize in the Flexible Independent Travel (FIT) market.



Hosted, with Brand USA, the **Shanghai Tour Operator FAM** tour for six Chinese tour operators that specialize in FIT travel. The tour operators were interested in increasing Chinese tourism beyond the Grand Canyon, and introducing Chinese travelers to Arizona experiences.

June 2017



Held nearly 90 appointments with international and domestic buyers at **IPW in Washington, D.C.** The Arizona delegation consisted of 32 tourism partners.



Launched the FY18 Rural Marketing Cooperative Program. More than 30 tourism partners participate annually. AOT matched community contributions with **\$1 million** in funds.



Led a delegation of statewide partners on a media **mission to Ireland, Britain and France**, where we met with 14 journalists in Dublin, 35 in London and 25 in Paris.



Recognized by the Cactus League Organization as the "World Series Partner of the Year" for our marketing contributions toward a record-setting season. A record **1.94 million** fans attended games at 15 ballparks throughout Maricopa County in 2017.

ARIZONA TRAVEL AND TOURISM INDUSTRY - 2016 DATA



43

million

Number of domestic and international overnight visitors who experienced Arizona as a travel destination.



5.67

million

Number of international visitors to Arizona, including Mexico and Canada.

\$21.2
billion

Amount of direct travel spending generated within Arizona.

\$58
million

Amount of direct travel spending injected into our state's economy every single day.

\$6.5
billion

Amount of earnings generated by Arizonans employed by tourism jobs.

\$3.09
billion

Amount of local, state and federal tax revenues generated as a result of direct travel spending.

\$1,186

Amount every Arizona household's annual tax burden is reduced by because of the tax revenue generated by the tourism industry.



184,200

Number of industry-related jobs directly generated by travel spending. When combined with indirect employment, direct travel spending impacts **333,900** jobs.

#1

Where the travel and tourism industry ranks among Arizona's export-oriented industries.

Source: Dean Runyan Associates, Tourism Economics, Longwoods International

AOT FY17 RESULTS

ADVERTISING

Five advertising campaigns influenced an estimated **494,000** trips to Arizona and generated an estimated **\$829 million** in travel revenue.

This is revenue that was directly generated by AOT advertising campaigns.

In terms of Return on Investment (ROI), these campaigns returned **\$19.95** in state and local tax revenue for **each \$1** invested.

SOCIAL MEDIA



Facebook

(including five international pages)

398,646 fans

564,968 likes

36,602 comments

109,765 shares



Twitter

42,424 followers

12,765 likes

532 replies

5,140 retweets



Instagram

73,297 followers

714,282 likes

8,656 comments

AOT FY17 RESULTS

FULFILLMENT

The Arizona Official State Visitor's Guide (OSVG) and Map

Print version

450,000 OSVGs distributed

400,000 maps distributed

Digital and iPad App version

11,000+ downloaded

The AOT Monthly Consumer eNewsletter

300,000+ subscribers

DOMESTIC AND INTERNATIONAL MEDIA RELATIONS

Primary international countries include Canada, China, France, Germany, Mexico and the United Kingdom.

552 journalists met

1,557 articles generated

\$31,824,040 produced in advertising equivalency

2.2 billion global circulation of readers reached

DOMESTIC AND INTERNATIONAL TRAVEL TRADE INDUSTRY

Primary international countries include Canada, China, France, Germany, Mexico and the United Kingdom.

Familiarization Tours

6 FAM tours
3 from China, 1 Mexico, 2 Domestic

74 participants

11 Arizona communities visited

Brand USA Partnership

1 China Trade FAM with American Airlines

Destination trainings for travel agents and tour operators:

295 China + **259** Mexico

COMMUNITY OUTREACH

Held Regional Research Webinars to promote tourism's economic impact to regions of the state.

Visited more than **30** urban, rural and tribal communities.

Presented to **7,936** community representatives.



During National Travel and Tourism Week, AOT generated media coverage about the impact of tourism across the state, in all mediums.



Coverage included 11 newspaper articles, eight television segments, two news-radio stories, an op-ed in the *Arizona Republic*, and strong social media engagements from partners, visitors and elected leaders.



AOT created **three educational videos** that illustrated how Arizona's tourism industry supports jobs, eases residents' tax burdens and improves quality of life for Arizonans.

CONNECT WITH US

For information regarding AOT's programs, research, media plans and the Arizona Tourism Industry, please visit:

Website **Tourism.Az.gov**

Twitter **@AZTourismNews**

Instagram **aztourismnews**

To subscribe to our eNewsletters, please visit:

Tourism Tuesday (Industry) **Tourism.Az.gov**
Visit Arizona (Consumer) **VisitArizona.com**

For information regarding how to enjoy Arizona travel experiences, please visit:

Website **VisitArizona.com**

Facebook **arizonatravel**

Twitter **@ArizonaTourism**

Instagram **visit_arizona**

Pinterest **VisitArizona**

YouTube **ArizonaTourism**



ARIZONA

OFFICE OF TOURISM

The mission of the Arizona Office of Tourism is to strengthen and grow Arizona's economy through travel and tourism promotion.

For information regarding the agency's programs, contact the Public Information Officer at 602.364.3723.

[VisitArizona.com](https://www.visitarizona.com) | [Tourism.Az.gov](https://www.tourism.az.gov)